Project B-166-4

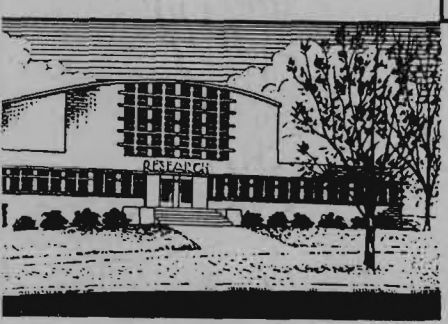
PAINT PRODUCTION

A Manufacturing Possibility For Small Georgia Communities

Prepared for
The Georgia Department of Commerce
Abit Massey, Director

by
William C. Eisenhauer

Robert E. Van Geuns
Project Director



Engineering Experiment Station
Georgia Institute of Technology
Atlanta, Georgia

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P A I N T P R O D U C T I O N

A Manufacturing Possibility for Small Georgia Communities

Prepared for
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Summary

The production of paints looks like a good manufacturing possibility for Georgia for several reasons:

1. It is estimated that only about half of the paint requirements of Georgia and its five bordering states, or approximately 25,000,000 gallons, are produced in this area.

2. The share these six states have of the total U. S. paint market increased from 7.6 per cent in 1947 to 8.6 per cent in 1957. This increase is expected to continue because of the rapid rise in income per family in this area, the great construction activity and the continuing industrial expansion.

3. The paint consumption of the country as a whole is increasing at a rate of about 1.7 per cent per year.

4. Transport costs on paint favor a decentralization of the industry.

5. It is encouraging for small independent producers that plants with less than 100 employees produced 37 per cent of the value added by manufacture in 1954. The initial investment cost for a small plant can be as low as $8,500.

Paint industries can be attracted to smaller communities, especially those close to larger metropolitan areas, because of the lower insurance rates, less trouble with zoning and other legal regulations, lower wages and a more stable work force, and for small independent producers, more community recognition and support. Yet they can be close to a big market.

Southwest Georgia looks like a good field for the combination of paint making-decorator service because of the absence of paint manufacturers in that area.

Making furniture finishes close to important furniture manufacturers is another possibility.

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INTRODUCTION

The object of this report is to investigate the possibilities of increased paint manufacture in Georgia, especially in smaller communities. The paint market in Georgia and its five bordering states was therefore studied, the consumption in the area compared with production there, transport costs obtained, and the general growth of the paint industry ascertained. The capital requirements and operating costs of a small plant were estimated.

No efforts were made to go into technical details or to ascertain what are the best types of paints to manufacture; this being outside of the competence of the author. It would have required, moreover, much larger funds than available for this report.

1. The paint industry is experiencing modest growth.

Between 1947 and 1958 the total output of paint, varnish and lacquer products increased at 1.7 per cent a year, from 507 to 612 million gallons. The value of U. S. paint shipments in 1958 was $1,629,000,000.

Trade paint production has expanded somewhat more than industrial paint production because of the post World War II effort to clean up and redecorate real estate and then the construction boom. On the other hand, the vast new uses of industrial protective coatings have been partially offset by a decreased demand for painted surfaces on finished products. Plastics, fiberglass and treated metal have partly replaced painted surfaces.

Table 1 gives an approximate breakdown of paint demand by use.

Table 1

Breakdown of Paint Demand by Use

Use	Per Cent of Demand			
	United States		Southeast (Six States)	
Trade Paints		54		64
Repainting	48.0		56.0	
New Construction	6.0		8.0	
Industrial Paints		46		36
Transportation	11.5		3.5	
Maintenance	14.0		11.0	
Machinery and Metal Industries	9.0		3.5	
Furniture	4.5		12.5	
Appliances	4.5		2.0	
Miscellaneous	2.5		3.5	
Total	100.0	100	100.0	100

Source: Based on "Facts For Industry" figures, Breakdown Industrial Paint Consumption estimated; figures for the Southeast calculated by means of indexes.

2. Transportation costs are causing the industry to locate nearer to markets.

For many years, New York and Illinois were the twin strongholds of paint making. But today, rising transportation costs have helped to create other

centers, like California. For example, white exterior paint can be manufactured at about $2 per gallon. To ship a large quantity of paint from Cleveland, Ohio to Atlanta, Georgia will cost somewhere between 11 and 25 cents per gallon, depending on quantities and means of transport. Consequently, producers with nationwide distribution are decentralizing--relocating manufacturing operations within market areas--in order to compete with local production.

Table 2 shows that medium sized plants, with 100 to 249 employees, are becoming more important than other sizes. They produced 30 per cent of the total value added by the industry in 1954; and, this growth has been at the expense of the large plants rather than the small ones. Establishments with less than 100 employees have consistently produced about 40 per cent of the total value added by the industry. One half of these plants have less than ten employees.

Table 2

Paint Industry Statistics

	1947		1954	
Employees	Number of Establishments	Per Cent of Value Added	Number of Establishments	Per Cent of Value Added
1-4	326	1.4	436	1
5-9	227	2.5	250	2
10-19	226	5.4	231	5
20-49	237	12.8	257	12
50-99	148	17.7	160	17
100-249	89	23.7	103	30
250-499	27	20.2	25	22
500-999	9	(	5	(
1000-2499	2	(16.3 (	2	(11 (

Source: Census of Manufacturers

Today, more than 2,000 manufacturers are located in 46 states. California has emerged as the nation's leading producer, with 300 plants to serve the West Coast market. In order of importance, other leading producers are New York (265), Illinois (260), New Jersey (180), Ohio (170) and Pennsylvania (145). In contrast, Georgia has 29 manufacturers.

3. Paint technology is more important than ever before.

Within a lifetime the paint industry has transformed itself from a grind and mix one to a complicated chemical industry. The most far reaching changes have been made in the binder for the base of protective coatings. The use of plastics for surface coatings introduced odorless water-thinnable paints. Scientifically manufactured varnish came with the development of synthetic resins and quickly drying oils.

The major result of these advances is a more diverse line of manufactured products. Appendix 1 is Types of Paint. Lesser results include manufacturing to laboratory specification, a more consistent product, lower labor cost, and more and better uses for protective coatings, particularly in industry.

The importance of paint technology is recognized everywhere. In fact, some manufacturers, who were not large enough to support the research program they felt was necessary, have jointly organized a paint research corporation.

The Southeastern Market

In a national context of steady growth, decentralization, and diversification, we can examine the volume and rate of growth of demand for paint in the Southeast, and the extent to which this demand is met by production facilities.

For purposes of this study, the southeastern market is defined as Georgia and its five bordering states: Alabama, Florida, North Carolina, South Carolina, and Tennessee.

1. Georgia is the center of a rapidly expanding market for paint.

No direct market data on paint consumption is available by state. But it is possible to estimate state demand by finding a form of market index that does have a state breakdown, and that does show the same long run trends as the national paint demand or one of its components. For this purpose, the national paint demand is divided into three separate demands: the repainting demand for trade paint, new construction trade paint requirements, and industrial paint demand. Each demand will be considered separately.

Clearly, as the income of a household increases, the frequency of repainting the home increases. As more and more emphasis is placed upon color, obsolescence becomes a reason for repainting.

FIGURE 1
UNITED STATES TRENDS IN REPAINTING DEMAND AND INCOME PER HOUSEHOLD ARE ALIKE. (1947-49 = 100)

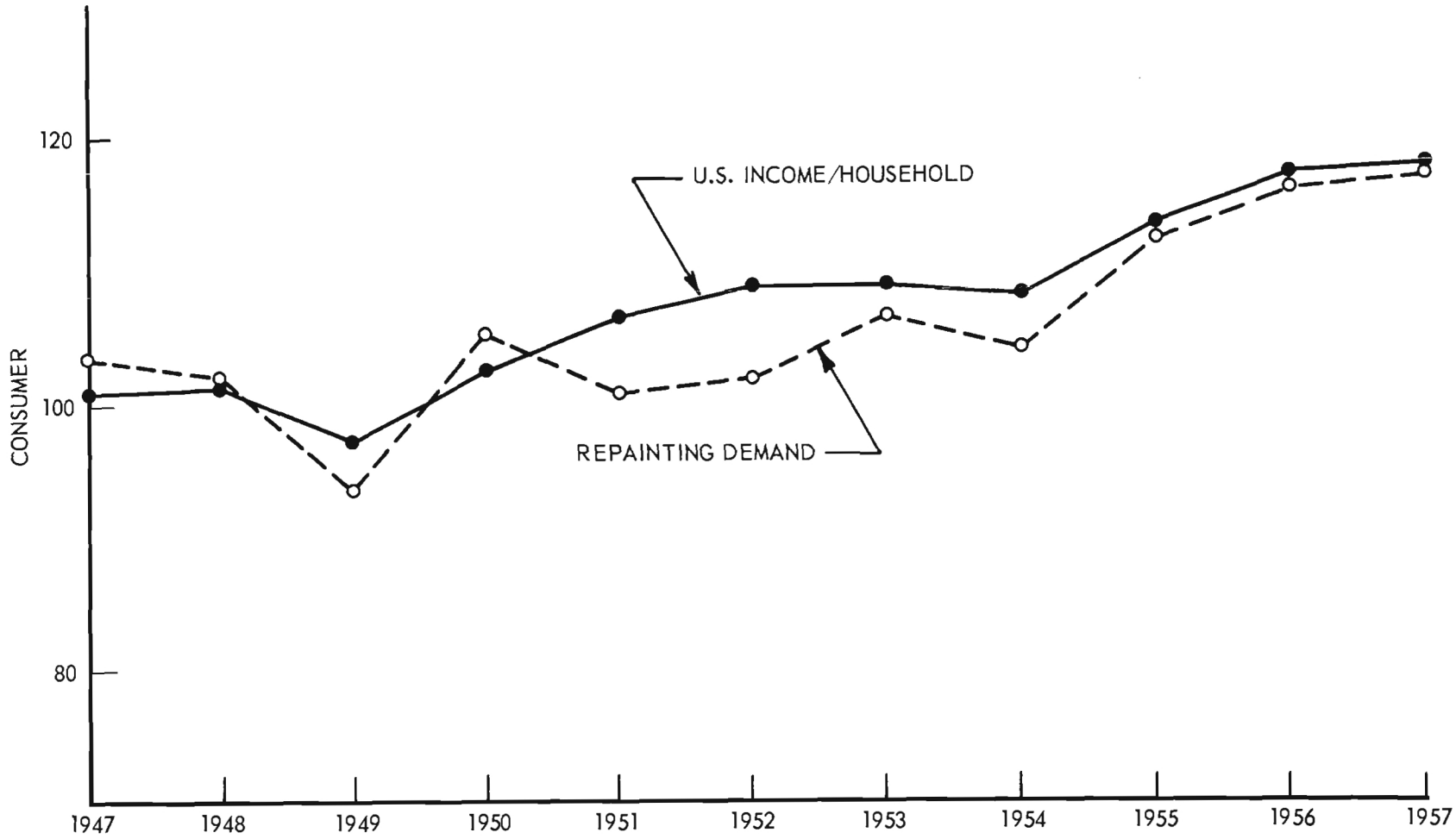


Table 3

U. S. Income Per Household (Deflated) Index and
Repainting Trade Paint Demand

Year	U. S. Income Per Household Index (1947-49 is 100)	Repainting Trade Paint (millions of gallons)
1947	101.0	247.8
1948	101.6	243.8
1949	97.4	224.1
1950	102.8	252.6
1951	106.9	241.0
1952	109.0	244.1
1953	109.2	255.3
1954	108.6	249.3
1955	114.0	269.6
1956	117.6	277.8
1957	118.2	281.0

It is therefore not surprising that U. S. trade paint consumption for repainting in different years shows a definite relationship (correlation) with income per household for the same years. (See Table 3 and Figure 1.) This relationship was used to estimate the repainting trade consumption of the six state area. The resulting figures are reproduced in Table 4. They show that the Southeast increased its share of the total market for repainting trade paints from 9.2 per cent to 10.0 per cent in 1957. (Figures for 1958 are not included because "Facts For Industry" adopted new definitions that year.)

Permanent new dwelling units represent a large part of new construction. State breakdowns of the number of permanent new dwelling units are available in government publications. These publications show that 13.1 per cent of all units built in 1958 were built in the Southeast. This is a significant rise above the 11.4 per cent of 1948. From these figures it is possible to estimate the Southeast's new construction paint requirements; they rose from 3.4 million gallons in 1947 to 4.3 million gallons in 1957.

It was found that for the country as a whole a composite index consisting of corporate profits for all industries and number of production workers in some selected industry classes shows a close correlation with consumption of industrial paints. (See Figure 2.)

This relationship was used to estimate the consumption of industrial paints for the Southeast (six states). The resulting figures are reproduced in Table 4. The Southeast's share of the market increased from 5.3 per cent in 1947 to 6.6 per cent in 1957.

In each of the three paint divisions, the Southeast's part of the total demand is increasing. Combining all three figures we get the total consumption for the six state area. (See Table 4.) In 1947 the Southeast's share of the total paint market was 7.6 per cent against 8.6 per cent in 1957. Or, putting it differently, in the same period the U. S. paint consumption increased by 15 per cent, while the southeastern market increased by 31 per cent. Georgia is in the center of this rapidly expanding market.

2. The Southeast supplies less than half of its own demand.

Some time after World War II, several large manufacturers of nationally known paints located within the southeastern market. Most of them located in the Atlanta area and almost tripled the paint output of the state between 1947 and 1954. None of the other five states showed a similar increase.

The latest year for reliable production data is 1954. In that year the six state region produced 12 million gallons of paint which represented only 2.2 per cent of the national production. And since this region consumed that same year about 8.4 per cent of the national production, almost three fourths of this market must have been supplied by outside sources.

Additional paint making facilities have been constructed since 1954. But there is no reason to believe that expansion in these years was anywhere near as great as the expansion that took place in Georgia in the seven years preceding 1954. Map 2 shows the location of paint, varnish and lacquer manufacturers in the Southeast today. A very liberal estimate of all paints produced by southeastern facilities would be 25 million gallons. This means that the region must import at least an additional 25 million gallons of paint, varnish and lacquer each year. Map 1 shows the location of Georgia paint manufacturers.

Under the conditions outlined above, one would expect expansion of paint producing facilities in the Southeast. Because of its central location many will prefer to locate in Georgia. A following section touches upon some possibilities for directing such expansion to Georgia's rural counties.

Table 4

Paint Consumption of the U. S. and Six Southeastern States
(gallons)

	Trade Paints		Industrial Paints	Total
U. S.	Maintenance	New Construction		
1947	247,800,000[1]	26,300,000[1]	232,700,000[4]	506,800,000
1948	243,800,000	28,600,000	236,800,000[4]	509,200,000
1949	224,100,000	29,500,000	203,500,000[4]	457,100,000
1950	252,600,000	49,700,000	245,000,000[3]	547,300,000
1951	241,000,000	29,700,000	258,200,000[3]	528,900,000
1952	244,100,000	30,900,000	244,000,000[2]	519,000,000
1953	255,300,000	32,800,000	267,900,000[2]	556,000,000
1954	249,300,000	35,200,000	247,000,000[2]	531,500,000
1955	269,600,000	42,800,000	286,500,000[2]	598,900,000
1956	277,800,000	34,700,000	273,000,000[2]	585,500,000
1957	281,000,000	32,600,000	271,400,000[2]	585,000,000
Southeast				
1947	22,853,000[5]	3,437,000[5]	12,300,000[5]	38,590,000
1948	22,312,000	3,258,000	12,800,000	38,370,000
1949	21,859,000	3,676,000	11,400,000	36,935,000
1950	23,000,000	6,053,000	14,000,000	43,053,000
1951	25,377,000	3,965,000	15,000,000	44,342,000
1952	25,406,000	3,912,000	14,400,000	43,718,000
1953	25,607,000	3,782,000	16,300,000	45,689,000
1954	25,547,000	3,777,000	15,300,000	44,624,000
1955	27,598,000	4,537,000	18,000,000	50,135,000
1956	28,341,000	4,154,000	17,800,000	50,295,000
1957	28,225,000	4,336,000	17,900,000	50,461,000

1/"Facts For Industry", Series M-28F, Paint, Varnish & Lacquer, U. S. Department of Commerce.

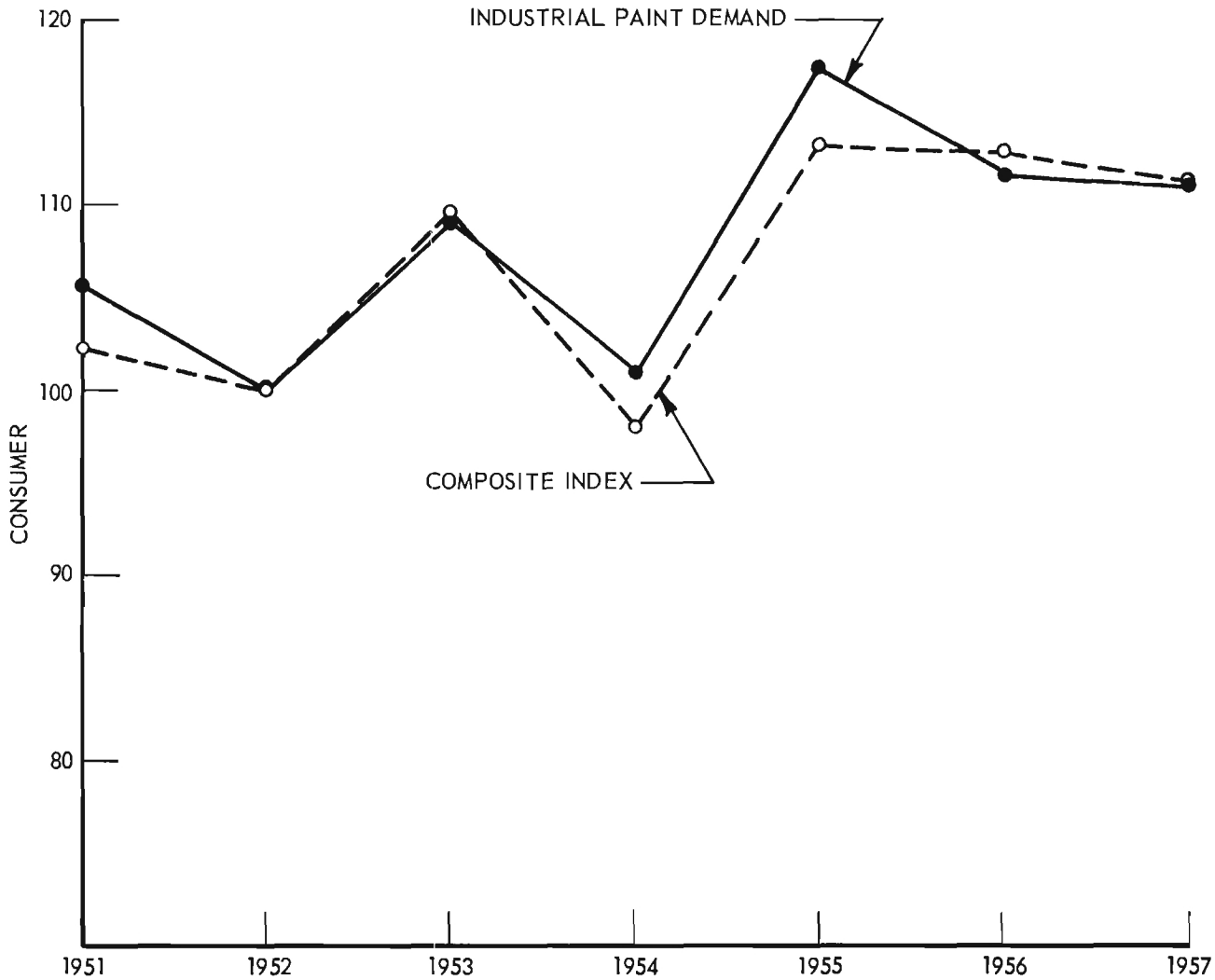
2/ Figures supplied by National Paint, Varnish and Lacquer Association.

3/ Calculated from Chemical Economics Handbook, Stanford Research Institute figures: 592.41 and 592.61.

4/ Calculated by means of composite index (see page 6).

5/ Calculated from indexes (see page 6).

FIGURE 2
UNITED STATES TREND IN INDUSTRIAL PAINT DEMAND COMPARED WITH
COMPOSITE INDEX. (1952 = 100)



Because the paint industry is changing dramatically, most published facts on paint manufacture are already outdated. Facts on the manufacture of "deck enamel," for instance, would be nearly useless since the market for this product has shrunk to a fraction of its original size. On the other hand, almost all interior paints sold today are water-thinned, and the oil based varieties have been reduced in importance. As a result of the many changes in the industry, it is difficult to make specific statements on production that are truly representative of the whole industry as it is today. General statements will be made on investment, skill and raw material requirements, and some specific statements on specific types of manufacture will be included in each section.

1. Fixed capital investment can be low.

It is possible to begin the manufacture of paint with an initial fixed investment of the order of $8,350. This assumes a rented building.[1/] This plant would produce, for example, 900 gallons per day of a water-thinned decorator paint. Such a manufacturer could present a full line of paints for sale by purchasing the colored pigment dispersions that he does not manufacture on his own equipment.

Approximate fixed capital investments for paint plants which can produce a greater variety of finished products are outlined in the continuations of Appendix Table 2. Most of the equipment can be purchased through Atlanta outlets. A manufacturer of industrial paint would, of course, have the large additional cost of testing equipment and laboratory facilities. Some indication of manufacturing costs is given in Appendix Table 3.[2/]

2. The greatest manpower need is for good salesmen.

The need for a competent sales force cannot be overemphasized. Trade paint manufacturers must outsell the extensive advertising of nationally distributed brand-names by store-to-store coverage of possible distribution outlets. Industrial paint manufacturers must continually win new contracts. The reason for relegating technical experience to the position of lesser importance is that the distributors of raw materials are able and willing to furnish all the latest information on manufacturing techniques free of any charge. The real problem, then, is selling.

1/ See Step #1 of Appendix Table 2, Fixed Investment.

2/ These are, of course, order of magnitude figures only.

The total expenditure incurred in marketing trade paints can run from 30 per cent to 50 per cent of the total manufacturing costs for the product; industrial paint selling costs are lower than trade paint selling costs. These figures involve much more than the wages and salaries paid to sales personnel.

Aside from the sales force, the wages and salaries for actually manufacturing the product run low--only 7 per cent of the value of factory shipments, for water-thinned paints. This figure includes skilled workers, maintenance personnel, technicians and supervision.

3. Both large and small manufacturers pay about the same unit price for raw materials.

One of the mysterious realities of the paint industry is the fact that distributors of raw materials sell at practically the same price to all customers, both large and small. This is an important advantage to small manufacturers, since raw materials may represent as much as 80 per cent of manufacturing costs. Atlanta is the largest and most important distribution point for raw materials, and also of manufacturing equipment in the Southeast.

Manufacturing in Rural Counties

The important reason why paint manufacturing can profitably locate in Georgia is that transport costs for finished paint products can make imported goods uncompetitive with locally produced goods. The same reasoning makes it clear that the most successful paint manufacturers within Georgia will be the ones that have the least transport costs to a large market.

1. Paint is a manufacturing possibility for small Georgia towns near larger population centers.

There are several different types of paint making operations that can profitably locate in Georgia. A nationally known manufacturer, who wants to locate a branch plant in Georgia for marketing reasons will prefer a large city with a many-fingered transportation system for both products and personnel. But zoning regulations and insurance rates keep paint plants out of the centers of big cities. These facts allow the rural areas surrounding large cities to offer a pleasant combination of nearness to markets and transportation and freedom from legal restrictions or high insurance rates. An example, in Georgia, is the du Pont paint plant at Tucker (about 1,500 inhabitants) near Atlanta.

Another possibility is a small plant that is captive to a complete decorating service. Operations of this sort have flourished in regions with populations of 20,000 and more. And the simplicity of manufacturing interior paints today makes this possibility all the more feasible.

Some manufacturers of furniture finishes locate near important furniture makers. The latter might be in a small town. A Georgia example is Snyder Brothers at Toccoa (about 7,000 inhabitants).

A manufacturer of industrial paints needs ample transportation to the large industrial center in the state. In that sense he too is likely to locate just outside of large cities. But if he manufactures a particularly good or unusual specialty paint, location is purely optional since he can command slightly higher prices without harm to his market.

2. Best locations are in southwest Georgia.

There is little need for discussion about locations for industrial paint manufacturers. They must locate near industry. Branch plants of nationally known manufacturers will also gravitate toward large population centers such as Atlanta, Augusta, Columbus, Macon and Savannah.

In southwest Georgia there are several possibilities for small manufacturing operations and for the paint making-decorator service operation mentioned in the preceding section. Albany, Thomasville and Valdosta all have populations near or greater than 20,000. In addition there are the nearby population centers of Dothan, Alabama; Panama City, Florida; and Tallahassee, Florida. At present every one of these cities is at least 125 miles from the nearest paint manufacturer.

The sort of manufacturing operations in question here could flourish around Augusta and Columbus as well as in the three cities mentioned above. (See map No. 3.) All five Georgia locations have adequate truck and rail systems to each other and to the larger population centers of the state.

Export Possibilities

Prospective local manufacturers should not overlook export possibilities. In 1958 the exports of ready-mixed paints, stains and enamels represented $16,973,000 and of nitrocellulose and other cellulose lacquers $6,296,000. It is true that these figures have been declining in recent years, but that is caused in great part by the decrease of the important exports to Canada. Exports to several Latin American, near eastern and some European countries probably will remain substantial for the next decade. A Georgia paint exporter

has excellent possibilities to export to important consumers like Cuba, Venezuela, Mediterranean countries, and the near East via the Georgia ports of Savannah and Brunswick. Table 5 of the Appendix gives a number of pertinent data on paint exports.

Exports to Japan, Australia, the Phillipines, Indonesia and the Pacific area generally will probably remain in the hands of the California manufacturers.

APPENDIX

Appendix Table 1

Paint Production by Type in 1954[1/]

Product			Gallons (1,000 of Gallons)		
I.	Trade Sales Products				281,011
	A. Exterior use:			110,957	
	1. Oil and alkyd vehicle paints in paste and semi-paste form		4,362		
	2. Oil paints, enamels, and varnishes in ready-mixed form		95,960		
	3. Water-thinned paints		10,635		
	B. Interior use:			156,920	
	1. Oil paints, enamels, and varnishes in ready-mixed form		85,121		
	2. Varnishes		23,683		
	3. Stains		1,978		
	4. Water-thinned paints		46,138		
	a. Latex base emulsion paints	32,545			
	b. Other	13,593			
	C. Trade sales products, not specified by kind			13,134	
II.	Industrial Product Finishes Including Industrial Maintenance Special Coatings				309,628[2/]
	A. Industrial maintenance coatings:			35,207	
	1. For industrial plants		23,301		
	2. Traffic paints, all types		3,801		
	3. Marine paints		8,105		
	B. Industrial product finishes:			262,992	
	1. Undercoaters and primers, oleoresinous		15,189		
	2. Enamel finishes, excluding lacquer, etc.		71,501		
	3. Clear finishes, excluding lacquer		62,221		
	4. Stains		2,789		
	5. Dopes		52,212		
	6. Lacquers		59,080		
	C. Industrial products finishes including industrial maintenance special coatings, not elsewhere classified			11,429	

1/"Census of Manufacturers, 1954," II, Part I, 28E-9, 28E-10.

2/ Some categories omitted, in order to be more in line with "Facts For Industry," (see note on next page).

The figures of this table do not check with those given in earlier sections of the report, which are mainly based on the Facts For Industry series M 28F (previously M 19F). For an explanation of the difference see: "1954 Census of Manufacturers," Volume II, Industry Statistics, Part I, pp. 28E-1, 28E-2 and also "Facts For Industry," Series M 28F-08, Paint, Varnish and Lacquer, Summary for 1958, third paragraph. Because "Facts For Industry" changed definitions of Industrial and Trade sales in 1958 we have not extended our series of sales figures for different years to that year.

Appendix Table 2

Fixed Capital Investment

Capacity: up to 900 gallons per shift

First step:

Equipment to produce:

Water-thinned interior and exterior paints, flat wall alkyds, some house paints, red lead primer, aluminum paints, white traffic paints and roof coatings.

Equipment:		
a. Dissolver, 150 gallons, 10 H.P.	$ 2,700	
b. 4-150 gallon tanks	650	
c. Lifts, can closers, molasses valves, etc.	200	
d. Scales	300	
e. Testing equipment	500	
Total equipment	$ 4,350	
Installation of equipment	1,500	
Equipment, installed	$ 5,850	
Piping	1,000	
Electrical	500	
Insulation	150	
Office and laboratory furniture	600	
Painting, railings, partitions, etc.	250	
Equipment installed and auxiliaries	$ 8,350	$ 8,350
Building - 4,000 sq. ft. at $5/sq. ft.	20,000	
Land and land improvements	5,000	
	$25,000	25,000
Physical plant cost		33,350
Contingencies 10%		3,350
Total fixed investment		$36,700

Appendix Table 2 (continued)

Second step:		
Additional equipment to produce:		
Any oil house paint, architectural semi-glass, yellow traffic paint, floor and deck enamel, undercoatings and machinery enamel.		
Equipment:		
a. Mill, 25 H.P.	$ 4,000	
b. Optional transport attachments	750	
c. 2 tanks (150 gallons)	350	
Total equipment	$ 5,100	
Installation of equipment	1,750	
Equipment, installed	$ 6,850	
Piping	750	
Electrical	350	
Insulation	150	
Painting, railings, etc.	150	
	$ 8,250	
Contingencies	850	
Total additional equipment and auxiliaries	$ 9,100	
Total fixed investment including 1st step	36,700	
Total fixed investment including 2nd step	$45,800	$ 45,800

Third step:

Equipment to produce:

Any high-gloss architectural or industrial enamel.

Equipment:		
a. Used, 100 gallon pebble mill	$ 1,200	
b. 2 tanks - 100 gallon	300	
Total equipment	$ 1,500	
Installation	1,500	
Equipment, installed	$ 3,000	
Piping	750	
Electrical	350	
Insulation	150	
Painting, railings	150	
	$ 4,400	
Contingencies	450	
Total additional equipment and auxiliaries	$ 8,850	
Total fixed investment including 2nd step	45,800	
Total fixed investment including 3rd step	$54,650	$ 54,650

Appendix Table 3

Economics of Production

Basis: production of 600 gallons/day for 250 days each year or 150,000 gallons/year.

It is assumed that water-thinned interior and exterior paints are produced with the equipment indicated under "Fixed Capital Investment," step 1.

A.	Raw material costs at $1.40/gallon	$ 210,000	
B.	Packaging costs at $0.25/gallon	37,500	
C.	Manufacturing costs at $0.14/gallon (includes wages, salaries, fuel utilities)	21,000	
D.	Depreciation; equipment and auxiliaries over 10 years	835	
E.	Rent for buildings and land	1,500	
		$ 270,835	
F.	Taxes and Insurance		
	a. Property taxes	65	
	b. Insurance	100	
Total mill costs		$ 271,100	($1.81 per gallon)
Total administration, distribution and selling expenses (40% of total mill cost)		108,400	
Total cost		$ 379,500	
	Total cost per gallon	$ 2.54	
Working capital	about	$ 100,000	

Note: Most entrepreneurs will start with a much smaller production than the 150,000 gallons indicated here. Their working capital requirements will then be correspondingly lower.

Appendix Table 4

Georgia Paint Manufacturers

Firm	City	Product	Approx. No. Emp.
Allied Paint Mfgs.	Atlanta	Paints	A
Boatwright Paint & Varnish	Norcross	Paint & Varnish	A
Decatur Chemical Co.	Decatur	Paints, Lacquers, Varnishes	B
Dixie Paint & Varnish Co.	Brunswick	Paints, Varnishes	C
du Pont de Nemours, E. I.	Tucker	Paints, Varnishes	C
Eagle-Bridges Co.	Macon	Paints, Varnishes	A
East Coast Paint Co., Inc.	Savannah	Paints, Varnishes	A
Gibson, E. B. Lacquer Co.	Toccoa	Paints	A
Gillman, S. L.	Atlanta	Paint, Enamel	B
Glidden Co.	Atlanta	Paints, Varnish	C
Marbleseal Products, Inc.	Chamblee	Waterproofing Paint	A
Minnesota Paints, Inc.	Atlanta	Paints, Stains, Varnishes	A
Pittsburgh Plate Glass Co.	East Point	Paints, Glass	D
Precision Paint Corp.	Chamblee	Paints	B
Quality Paint & Roofing Co.	Augusta	Tuff-Kote Paints	?
Rinker's Paint Mart	Augusta	Paints	?
Rose, Wm. & Co.	East Point	Industrial Paints	A
Sanders Paints	Clarkston	Paint	A
Savannah Paint Mfg.	Savannah	Paint	A
Sawyer, Tom, Paints	Brunswick	Paint, Varnish	A
Smith, Wm. Armstrong Co.	East Point	Paint, Varnish	C
Snyder Brothers Co.	Toccoa	Lacquer, Furniture finish	C
Southern Paint & Varnish Co.	Macon	Paint	A
Southport Paint Co., Inc.	Savannah	Paints & Enamels	B
Spencer-Adam Paint Co.	Atlanta	Paints, Varnish, Enamel	A
Superior Lacquer Co.	Toccoa	Lacquer	A
Thomas Paint Products Co.	Atlanta	Paint	A
Webb Products Co.	Norcross	Paint Products	A
Zac-Lac Paint & Lacquer	Atlanta	Paint, Enamel, Lacquers	C

Code for Emp.

A - 1-25
B - 26-50
C - 51-100
D - 101-150
E - 151-200
F - 201-250

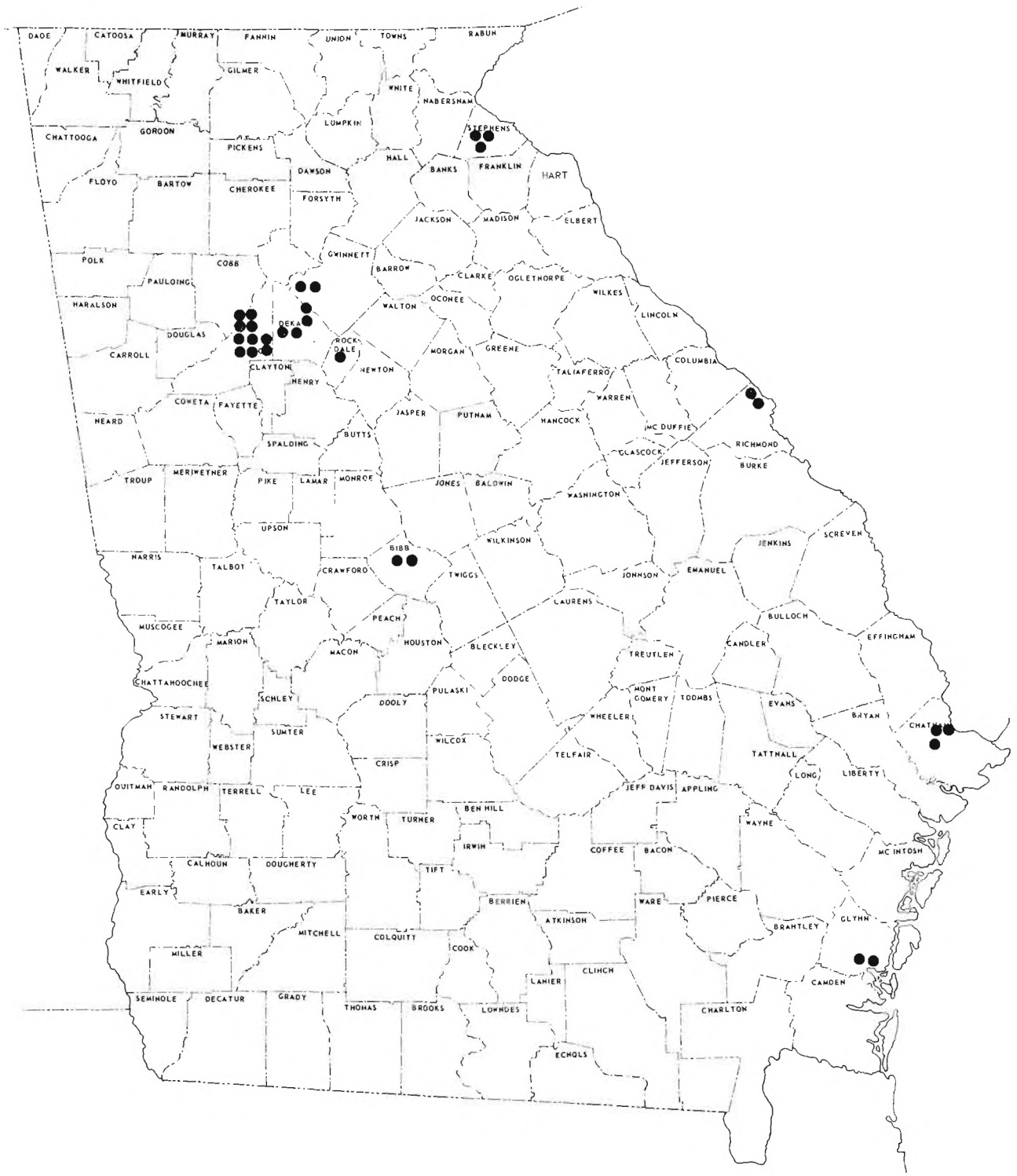
Appendix Table 5

Paint Exports
1958

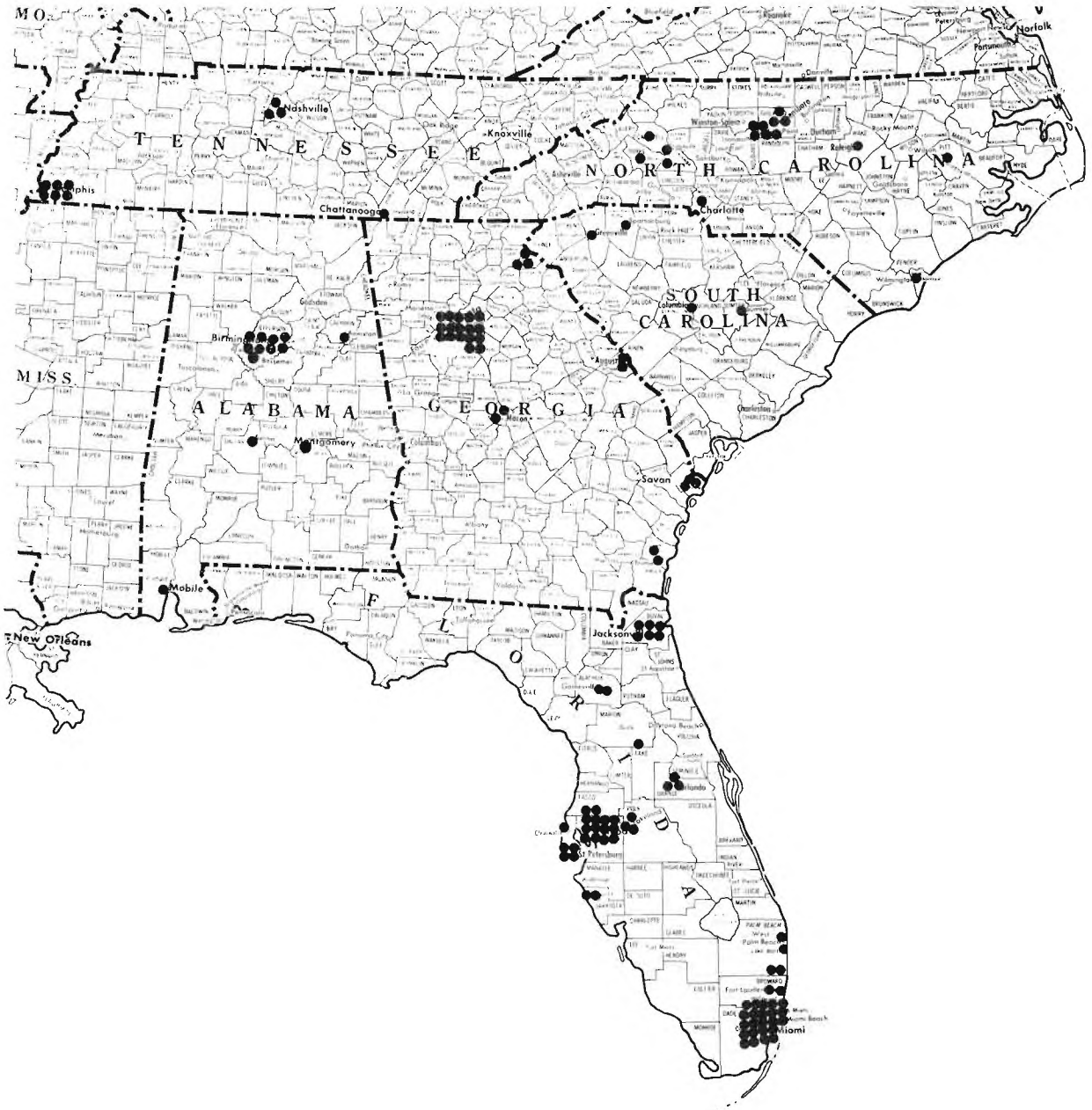
Code	Description	
84300	Coatings, bituminous, liquid and plastic, NEC	$ 3,655,108
	Argentina, $329,857; Cuba, $205,070; Venezuela, $140,025	
84323	Water-thinned emulsion paints (including oil, resin or varnish emulsions)	$ 2,133,840
	Cuba, $269,064; Salvador, $131,291; Netherlands, $123,668; Dom. Republic, $119,293; Guatemala, $111,732	
84337	Lacquers, nitrocellulose, etc. pigmented and clear-gal.	$ 5,339,053
	Belgium, $719,353; W. Germany, $296,516; Cuba, $218,023; Switzerland, $175,454; Netherlands, $168,504; Peru, $137,972	
84380	Ready-mixed paints, stains and enamels	$16,972,617
	Cuba, $1,071,478; Belgium, $679,043; N. Antil, $477,702; Venezuela, $352,133; Lebanon, $323,808; Italy, $303,149; Greece, $249,932; Peru, $218,318	
84421	Varnishes (oil or spirit) natural or synthetic	$ 1,892,451
	Denmark, $131,441; Venezuela, $70,946; Norway, $59,229; Cuba, $58,606; Netherlands, $55,096	
84459	Paints and Related Materials, NEC	$ 2,278,288
	Venezuela, $135,708; Cuba, $133,140; Sweden-Norway, $49,070; Colombia, $39,603; France-Belgium, $34,085	

Source: Report No. Ft 410, United States Exports of Domestic and Foreign Merchandise Commodity by Country of Destination, Calendar year, 1958, Part 2, U. S. Department of Commerce, Bureau of the Census, pp. 317-324.

MAP 1
GEORGIA PAINT, VARNISH AND LACQUER MANUFACTURERS



MAP 2
SOUTHEASTERN PAINT, VARNISH AND LACQUER MANUFACTURERS



MAP 3
POSSIBLE LOCATION FOR PAINT MAKING – DECORATOR SERVICE